Presented to Council April 29, 2010 Presented to Council February 9, 2012

Clemson Charrette - January, 2008

Ninety Six Task Force Implementation - April, 2008

Clemson's Recommended Economic Development Strategies

Note: For detailed strategy ref. Pages 29-30 in Charrette Book

Short Term

Accountability Task/Action
Timeline/Date

D. Wells **Conduct survey during summer months to track visitors with same Businesses as Charette survey was conducted.**

Recommendation: Use same survey and local businesses as Initially used by Clemson's study.

D. Wells Action - Completed July, 2009
Walter Harris Presented by Walter Harris @ public presentation Sept., 2009.

Margie Blalock Recommendation 2/9/12: Measure consumer benefits of events. Survey local businesses before and after scheduled events.

*Action -

96 Chamber **Work with the Greenwood Small Business Development Center to Actively support existing & new business.**

Recommendation: Chamber seek assistance from Lander College or Upper Savannah in Greenwood to help develop a business plan to provide support to new businesses or struggling businesses .

Action - Representative from Gwd SMDC made presentation on Available assistance available for small businesses to the Revitalization Taskforce in 2009.

Recommendation: Chamber needs to have available for mail-out or personal contact a hard copy of developed business plan for potential or struggling existing business.

*Action - Business plans available through Chamber per Ed Quinn, Chamber President.

Boiler plate business plans available through

Clemson Institute for Economic & Community
Development per Walter Harris.

Town of 96 **Ninety Six should lobby to make sure its needs are addressed** 96 Chamber
in the Work plans of the County and Partnership Alliance.

Recommendation: Mayor Turner develop relationship with
Mark Warner, County Partnership Alliance

*Action -

Recommendation: Land certification required on available
Industrial area real estate for marketing.

*Action -

Town of 96 Recommendation 2/9/12: Identify available properties that
would benefit from land certification.

*Action -

Recommendation 2/9/12: Communicate to County Partnership
Alliance all certified properties.

*Action -

96 Chamber **Database of available space in Ninety Six.**
Town of 96

Note: Data information can be obtained from letters of inquiry
sent to the businesses in 2008 by Mayor Arvest Turner.

Recommendation: Develop a Town Website.
Utilize Town Website to post available Business properties.

96 Chamber Action - Chamber has established blog and website.

Town of 96 Action - Town has established Website.

Recommendation 2/9/2012: Keep info updated.

96 Chamber **Ninety Six should place market research data and master plan**
Town of 96 **Recommendations for public access and realtors.**

Recommendation: Work actively with local realtors.

*Action -

Recommendation: Provide market research data and master plan Recommendations from Clemson Charrette to public and realtors in CD format.

*Action -

96 Chamber **Ninety Six should build a plan to pair space for desired development. Example: Restaurants and specialty shops**

Recommendation: Chamber to work actively with local realtors.

*Action -

Does Chamber have website capabilities to display available Properties like Town? Yes per Ed Quinn.

Town of 96 **Seek to have downtown designated as a National Register Historic District.**

Recommendation: Utilize a Historic Overlay to help preserve Downtown area. Reference Clemson Charrette, page 30.

*Action -

Other Established Needs:

Recommendation: Improve physical appearance of downtown.

Action - Chamber utilized grant funds for benches, planters And storefront paint.

Action - Town utilized grant funds for clock, sidewalks and Street upgrades.

Action - Encouraged community volunteers to assist with Beautification and Town Park Clean up.

Recommendation: Improve Speed Trap perception of Ninety Six.

Action - Town and Police Department.

Recommendation: Cleanup downtown area by implementing and enforcing ordinances.

Action - Mayor Turner published “It’s The Law” in The Star several times to inform public and create an awareness of Laws and ordinances. Has recently turned the awareness and enforcement process over to the Police Department.

*Action -

Action - Town implemented new sign ordinance and guidelines to help prevent sign clutter in Town Square.

Recommendation: Create New Signage method for Church signs.

*Action -

Recommendation: Partner with Greenwood County to help Establish building codes and building inspection for Ninety Six.

Action - Mayor Turner has sought Greenwood County’s assistance.

*Action -

Mid Term-

96 Chamber Town of 96 H96DA o **After Ninety Six has created a working database of available property, it should begin to actively market development pportunities.**

Action - Margie Blalock utilized advertising ad for Businesses Needed in regional monthly Antique advertising paper.

Recommendation: Expand advertising and take advantage of networking opportunities with surrounding areas.

*Action

Town of 96 96 CPW Chamber H96DA **Ninety Six can partner with public and private agencies to build incentives for new businesses & redevelopment. Local, state, federal grant opportunities.** 96

Recommendation: Determine projected needs by Town of 96. Have information ready for grant opportunities such as USDA.

Action - Walter Harris made presentation to Town Council, Chamber, H96DA and Revitalization Taskforce concerning USDA Opportunities in early 2009.

Action - Upper Savannah representative, Sam Leaman, made Presentation to Revitalization Taskforce offering Available Grant assistance to Town.

Action - Town applied and received grants for clock, sidewalk Street improvements.

Action - Town applied and received grant for Fire Department Improvements.

Action - New Fire Department complete.

Recommendation: Town of Ninety Six and 96 CPW continue to define Town's needs and seek assistance.

*Action -

Recommendation: Town consider annexation of areas surrounding The Town of Ninety Six. Example: Little Mountain area.

*Action -

Recommendation 2/9/12: Improve facades and structure appearance. Seek assistance/information from Greenwood Concerning their Maxwell Street Project.

Recommendation 2/9/12: Once plan is established apply for funding assistance, grant through SC Dept Of Commerce.

*Action -

96 Chamber
Town of 96
96 MVA

Ninety Six should actively market its redevelopment and business Town of 96 Opportunities. Always utilize brand imagery and message created during the charrette process. H96DA

Action - Donna Wells presented to Town Entities recommended Entity imagery as recommended by the Clemson charrette.

Action - Each entity decided whether to utilize recommendations.

Recommendation: Continue to promote Ninety Six with recommended imagery. Reference pg. 61- 82 in Charrette bk.

*Action -

Town of 96
H96DA
96 MVA

Ninety Six should employ historic preservation methods to facilitate economic development. Example: National Register Designation.

Recommendation: Encourage eligible property owners to
p ursue Historic Listings. Example: The Kinard House

Action - Brad Sauls SC Archive and History made presentation
To Revitalization Taskforce 2008.

Action - The Kinard House (2009) and The Depot (2010)
received recognition plaques for their preservation efforts from
Greenwood County Historical Society as nominated by H96DA.

Action - Roadside markers applications submitted for The Depot
And the Ninety Six Colored School by H96DA.

Action - H96DA seeking Historic Register designation for Depot.
Anticipated nomination 2011.

Action - Depot listed on National Historic Register Oct. 6 2011.

Recommendation: Continue pursuing additional historic listings.
Examples: 96 Mill Village
Area churches
Privately owned homes
*Action -

Town of 96 **Look into the possibility of creating local design review for downtown, resulting in protection of Ninety Six's historic resources. Establish an architectural review board. Establish historic guidelines for downtown.**

Recommendation: Use a Historic Overlay to protect the Town of
Ninety Six. Reference page 30 of Charrette book.

Use Overlay guidelines set by similar small towns as a model
For Ninety Six. Do not reinvent the wheel.
*Action -

Long Term-

96 Chamber **As Ninety Six implements the strategies of the master plan, the** Revitalizati
on **overall makeup of market and market opportunities will** Taskforce
change. In five years or so, Ninety Six should update this market analysis and refocus recruitment strategies based on new opportunities.

96 Chamber **Earlier strategies focused on building economic development** Town of
96 **marketing pieces and create branded business recruitment** Taskforce

package.

Community Branding-

96 Chamber **Brochures to help recruit business and industry to Ninety Six.**
Town of 96

Recommendation - Develop brochures and send to local realtors.

*Action -

Recommendation - Utilize websites and brochures.

Action - Blog and Websites for Chamber and Town have been Implemented.

Action - Blog and Websites have been completed.

96 Chamber **Brochures to help promote tourism to Ninety Six.**
Town of 96

Action - Margie Blalock seeking assistance with brochure development from Kelly McWhorter, Greenwood Tourism Director.

Action - Mayor Turner distributed new brochures @ Town Council, May 20 th and stated he would get them to Welcome Centers along I-26.

Action - Margie Blalock partners with the Greenwood Regional Visitors Tourism Bureau. As a result, Ninety Six was highlighted in 2011 Life In The Carolinas.

Recommendation 2/9/12 - Use logo imagery from Charrette.

96 Chamber **Ceremony for Spirit of 96 campaign.**

Recommendation: Coordinate promotion with Margie Blalock an event.

*Action -

Recommendation 2/9/12 - Reenergize revitalization efforts with

Spirit of 96 campaign with 2012 Festival of Stars schedule of Events.

Chamber Businesses 96 MVA Town of 96 **Spirit of 96, local pride campaign for Ninety Six. Focus on local Clean up, local retail support and general pride among community.**

Recommendation: Banners for street light posts.

*Action -

Spirit of 96 House and Garden Flags for locals to show their pride for their Community.

Recommendation: Chamber sell as part of Spirit of 96 campaign.

*Action -

H96DA **Postcards.**

Action: Donna Wells has received quotes and will need photos.

Action - Postcards are available at The Visitors Center.

Wayfinding Signage.

Town of 96 Incorporate way finding signs into downtown business area. Reference page 66 of CIEC Development Plan.

Action - Mayor Turner investigating Greenwood's planned way finding signs.

Action - Ninety Six way finding signage installed in Town in 2012.

Recommendation 2/9/12: Introduce 96 branding imagery as recommended by the Charrette into directional signs and banners.

Next Steps February 9, 2012

-Form steering committee, 6-8 members which includes the Mayor, 2 council members, Chamber President, 2 BOD members and additional if needed.

-Form taskforces to assist in planning and achieving development strategies.

-Meet frequently.

-Focus and take action on Clemson' recommended economic development strategies.